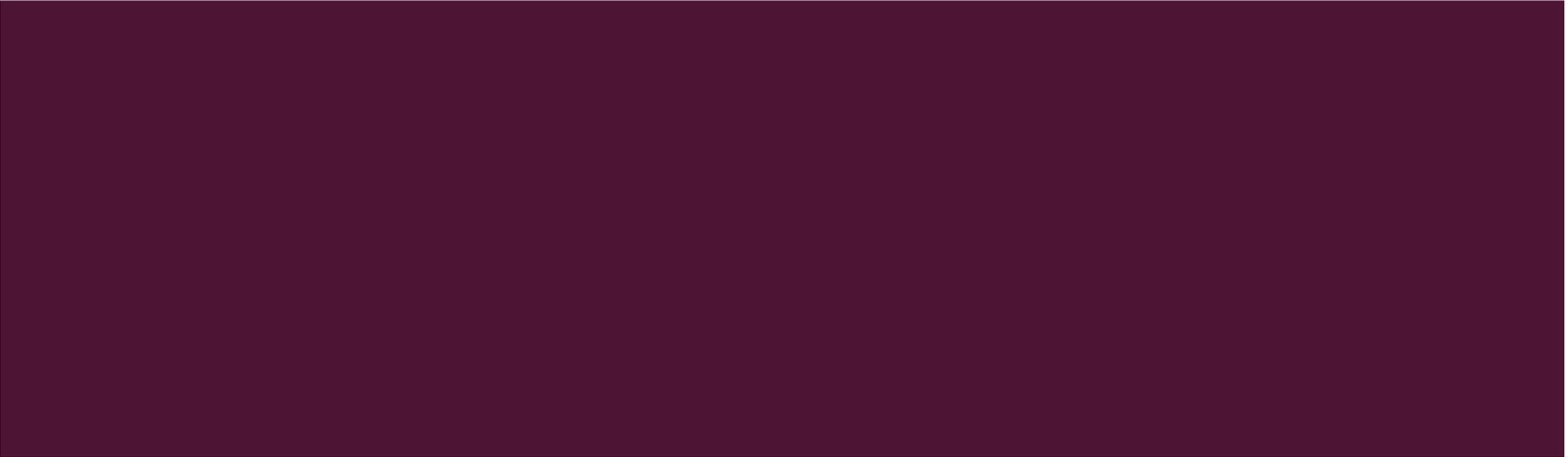




ARTS AND CREATIVITY STRENGTHEN OUR NATION

WEBINAR: FEBRUARY 19, 2021



ARTS AND CREATIVITY STRENGTHEN OUR NATION



- (608) 266-0190
- artsboard@wisconsin.gov
- <https://artsboard.wisconsin.gov>
- <https://www.facebook.com/WisconsinArtsBoard>
- <https://twitter.com/WIArtsBoard>

ABOUT THE WISCONSIN ARTS BOARD

- Wisconsin State Agency
- 15 Member Board, 4 Staff People
- Creativity * Culture * Community * Commerce
 - Grantmaking
 - Technical Assistance
 - Research and Information
 - Connector
 - Convenor

ARTS AND CREATIVITY STRENGTHEN OUR NATION



- (608) 255-8316
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- <https://twitter.com/artswisconsin>

ABOUT ARTS WISCONSIN

- Wisconsin's community cultural development organization
- Serving and promoting economic, workforce, and community development power, benefit and impact through the arts, culture and creativity
- Advocating for economic vitality, education for the 21st century, vibrant communities, and creative engagement for all.

TODAY'S AGENDA

- Quick Review: Governor Evers' 2021-2023 Executive Biennial Budget
- Quick Review: State Budget Process
- Overview: Arts and Creativity Strengthen Our Nation
- Questions/Comments
- How will you use this information?
- Upcoming webinars

GOVERNOR EVERS' 2021-2023 EXECUTIVE BIENNIAL BUDGET

- Match for NEA Funds
 - FY 22 = \$46,600.00; FY 23 = \$6,600.00
- Funding for Creative Economy Development Initiative Grants
 - FY 22 = \$250,000.00; FY 23 = \$250,000.00
- Funding for a Mass Burial Monument Grant (at UW-Stevens Point)
 - FY 22 = \$100,000.00

STATE BUDGET PROCESS



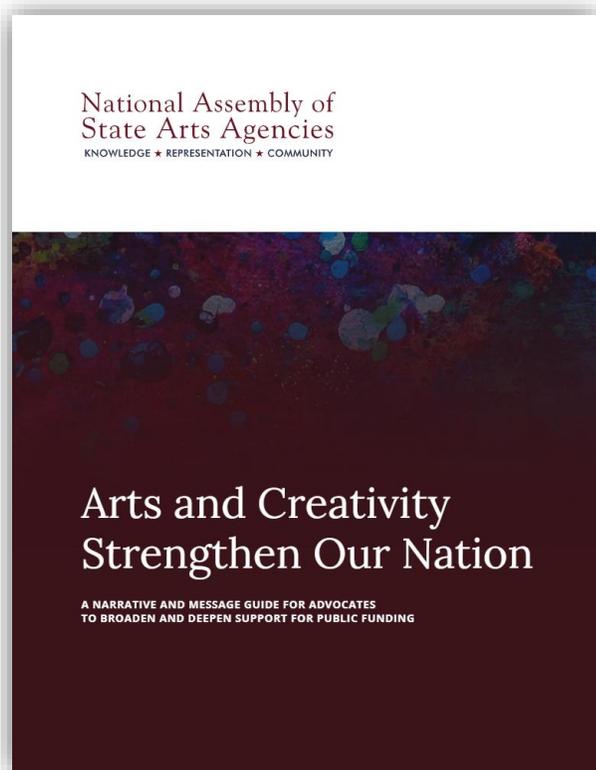
- Governor proposes, Legislature disposes.
- Joint Committee on Finance
- State Assembly, State Senate
- Governor's signature
- Arts Board educates, Arts WI advocates.



Senate Members
 Assembly Members

STATE BUDGET PROCESS

ARTS AND CREATIVITY STRENGTHEN OUR NATION



- Overarching Narrative
- Core Message
- Benefits
- Why Public Funding?
- Case Studies



OVERARCHING NARRATIVE

Arts and Creativity Strengthen Our Nation

Linking all arts—not just “the arts”—with “creativity” has tested well across the political spectrum as has shifting away from “arts and culture.”

Strength, economic and otherwise—of individuals, families, communities, states and nation—is a core priority for policymakers, especially conservatives.

Arts and creativity make us **stronger**—as individuals, families, **communities**, states and as a country. They are a backbone of **innovation**, **prosperity**, and thriving people and places. Public funding for arts and creativity is a **high-return investment** that benefits **every American in every city, town and rural community nationwide**.

Innovation, prosperity, and community—along with strength—emerged as key values in motivating policymaker support for public funding across sectors.

Focusing on the dividends paid to all of America, including rural communities, is crucial in making an effective case for public funding, and is a message that resonates across the political spectrum.

Framing public funding as a smart, effective, highly leveraged investment is key in lawmakers' own arguments and performs well in message testing.

CORE MESSAGE

BENEFITS

KEY FINDING

- The level of priority and the motivation each benefit provides for public funding does not adhere to party lines or to where policymakers fall on the political spectrum. Select benefits to emphasize based upon the individual policymaker and their priorities—not their party affiliation.
 - Economy
 - Health and Well-Being
 - Community
 - Education

1

Makes the case that public funding does what no other source can—ensures benefits in every community and not just those with large foundations, corporate headquarters and donors.

2

Makes the case for strength and benefits delivered to people, communities and the economy.

Public funding for arts and creativity is a high-return investment in **every town and rural community**

nationwide, not only in the biggest cities. It **improves the lives of all Americans, equips an innovative workforce, and keeps us competitive** globally. It is a great example of government done right **that fuels public-private partnerships, leverages \$9 in additional funds for every federal dollar invested,** and **puts tax dollars and decision-making authority into state and local hands.**

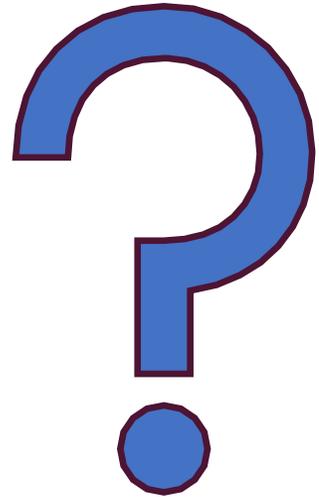
3

Makes the case for leverage—that public dollars unlock others.

4

Local control triggers the belief that funding will better meet local needs while bringing resources back to the district/state.

WHY PUBLIC FUNDING?



QUESTIONS? COMMENTS?

ARTS WISCONSIN'S POLICY AND LEGISLATIVE FOCUS

Advocating and working for investment in

- creative workforce and jobs
- creative businesses
- arts education for all Wisconsin students
- community vitality and quality of life
- access, equity, inclusivity for all

WHAT CAN YOU DO?

- Grantees - say thanks to state and federal representatives!
- Connect with state legislators through Arts Wisconsin's Legislative Action Center
- Connect with federal representatives through Americans for the Arts' Arts Action Fund.
- Pay attention to state budget process
- Lead in and for your communities

WHAT CAN YOU DO?

- Participate in Creative Wisconsin Month | April 2021
 - meetings with state and federal legislators
 - keynotes, presentations, training/info workshops
- Attend the National Arts Action Summit | April 5 – 9, 2021
- Attend the Follow-Up Webinar: “Taking the Message Local”

THANK YOU!

